

68. (NEW) The retroreflective article of claim 66, wherein the elongate carrier extends past the periphery of the discrete segments of retroreflective sheeting.

69. (NEW) The article of claim 66, wherein the plurality of discrete segments form a pattern.

70. (NEW) The article of claim 66, wherein the plurality of discrete segments form a letter.

71. (NEW) The article of claim 66, wherein
the first major surface of the carrier comprises a release surface,
the second major opposing surface of the sheeting comprises an adhesive that is co-terminus with the boundaries of the segment, and
the article is provided in the form of a roll and the adhesive surface of the sheeting is adjacent the release surface of an adjacent layer of the roll.

72. (NEW) The article of claim 66 wherein:
- the first major viewing surface of the retroreflective sheeting is attached to the second major surface of the carrier with a second adhesion force,
the retroreflective sheeting provides a first adhesion force when attached to a substrate, and
the first adhesion force is greater than the second adhesion force.

73. (NEW) The article of claim 72, wherein the carrier includes a plurality of discontinuities, and wherein the carrier has strength designed to withstand the second adhesion force.

74. (NEW) The retroreflective article of claim 66 wherein the second major opposing surface of the retroreflective sheeting comprises an adhesive.

75. (NEW) The article of claim 66, wherein
the second major opposing surface of the retroreflective sheeting comprises an adhesive adjacent release surface,

the first major viewing surface of the retroreflective sheeting is attached to the second major surface of the carrier with a second adhesion force,
the retroreflective sheeting is attached to the release surface with a third adhesion force, and
the second adhesion force is greater than the third adhesion force.

76. (NEW) The article of claim 66, wherein the carrier is extensible.

77. (NEW) The article of claim 66, wherein the sheeting comprises prismatic retroreflective sheeting.

78. (NEW) The article of claim 66, wherein the sheeting comprises encapsulated retroreflective sheeting.

79. (NEW) The article of claim 66, wherein the edges of the sheeting are sealed.

80. (NEW) The article of claim 66, wherein the article is adhered to a flexible substrate.

81. (NEW) The article of claim 80, wherein the substrate is shaped as a curve.

82. (NEW) The article of claim 80, wherein the substrate is shaped as a compound curve.

83. (NEW) The retroreflective article of claim 80, wherein the gap is from 2 to 4 times the thickness of the substrate

84. (NEW) The article of claim 66, wherein the sheeting segments are between 25 and 75 mm long and the segments are separated by a gap of at most about 40 percent of the segment length.

85. (NEW) The article of claim 66, wherein the sheeting segments are between 25 and 250 mm long and the segments are separated by a gap of at most about 40 percent of the segment length.

86. (NEW) The retroreflective article of claim 66, wherein the gap is at least 4 mm.
87. (NEW) The article of claim 66, wherein at least some of the plurality of discrete segments have different colors.
88. (NEW) The article of claim 66, and further comprising a plurality of non-retroreflective segments.
89. (NEW) The article of claim 88, wherein at least some of the non-retroreflective segments are fluorescent.
90. (NEW) The article of claim 66, wherein at least some of the segments are fluorescent.
91. (NEW) The article of claim 66, wherein at least some of the retroreflective segments have indicia disposed relative to viewing surfaces of the segments.
92. (NEW) The article of claim 66, wherein the segments are shaped identically.
93. (NEW) The article of claim 66, wherein at least a plurality of the segments are identical.
94. (NEW) The article of claim 66, wherein the plurality of segments forms a repeating pattern of similarly shaped segments.
95. (NEW) The article of claim 66, wherein the segments are spaced from one another by a distance that is selected to inhibit wrinkling when the article is applied to a substrate and the substrate is bent around a selected radius.
96. (NEW) The article of claim 66, wherein the segments are sized to inhibit wrinkling when the article is applied to a substrate and the substrate is bent around a selected radius.

97. (NEW) The article of claim 66, wherein materials of the article are chosen to inhibit wrinkling when the article is applied to a substrate and the substrate is bent around a selected radius.

98. (NEW) A retroreflective article, comprising:
an elongate carrier having a first major surface and a second major adhesive surface; and
a plurality of discrete segments of retroreflective sheeting disposed on the elongate carrier, the segments being spaced apart from one another to prevent contacting one another while the article is bent a predetermined amount, the discrete segments of retroreflective sheeting having (a) a first major viewing surface in contact with the second major adhesive surface of the carrier, and
(b) a second major opposing surface comprising an adhesive.

99. (NEW) The article of claim 98, wherein the article is adhered to a vehicle.

100. (NEW) The article of claim 98, wherein the article is adhered to a traffic cone.

101. (NEW) The article of claim 98, wherein the article is adhered to a traffic barrel.

102. (NEW) The article of claim 98, wherein the article is adhered to a garment.

103. (NEW) A retroreflective article for use on a flexible substrate, the article comprising:
a common carrier; and
a plurality of discrete retroreflective sheeting segments forming a repetitive sequential linear pattern and secured in alignment on the common carrier, wherein the common carrier is affixed to a front face of each segment, wherein the back face of each segment comprises an adhesive that is co-terminus with the boundaries of the segment.

After amendment, claims 63, 64 and 66-103 are presented. A clean version of all of the pending claims is attached.